

Press Release

Kasikornbank awarded Best Cash Management Bank in Thailand at The Asian Banker Transaction Awards Programme 2018

- **Kasikornbank proposed an effective payment collection solution for a government based enterprise**
- **The bank leveraged technology to create a state-of-the-art platform**
- **The bank successfully provided innovative financial solution for key industry players**

Beijing, May 24th, 2018—The **Kasikornbank** was awarded the **Best Cash Management Bank in Thailand** for 2018 at The Asian Banker Transaction Awards Programme 2018. The awards ceremony was held in conjunction with the inaugural The Future of Finance Summit 2018, an annual gathering for decision makers in the financial services industry at China World Hotel, Beijing, China.



Standing from left: Siddharth Chandani, Research Analyst, The Asian Banker, Bill Chua, International Resource Director, The Asian Banker, Silavat Santivisat, Head- Corporate and SME Product Division, Kasikornbank, Mathew Welch, International Resource Director, The Asian Banker

Kasikornbank proposed an effective payment collection solution for a government based enterprise

The client, a government based enterprise responsible for transmitting electricity to the rest of Thailand, required a cash solution that would help it collect payment from both local and international consumers in real time manner. Kasikornbank's proposed solution not only moved the transaction from over the counter to mobile via its PAYPLUS, a new collection product that facilitates merchant to receive payment through their own website and payer only required to use the KPLUS, bank's mobile app. This offered twin benefits to client:

1. The primary benefit of the PAYPLUS is that the payer is not entailed to re-key the data, as the system will fetch the data directly from KPLUS to complete the transaction, thus boosting efficiency
2. The PAYPLUS solution was accompanied by Request-to-pay. The combination of this helped the client receive payments 'wherever and whenever', and enabled it to check the outstanding balance on real time basis. It also facilitated a direct send push notification option for customers who had to be notified on any pending payment options.

The bank leveraged technology to create a state-of-the-art platform

The bank launched its new mobile application for corporate customers in 2017. Besides the additional channels facility, the bank enhanced the system to accommodate PromptPay for Business covering cross-bank bill payment, request-to-pay feature and QR code applicable products. This generates numbers for data utilization for business development, stickiness of active accounts, wider span of business opportunities, and more competitive advantage among banks and even non-bank peers.

The bank successfully provided innovative financial solution for key industry players

The bank has secured a partnership with the biggest taxi hailing company in South East Asia. The bank won the mandate to create a Host to Host (H2H) integrated system for high volume data transfer to address the information exchange on real time basis, as well as provide facilities and a back-end system that is similar to Bill Payment so as to accommodate the company's e-wallet operating platform. In addition, the bank facilitated seamless connectivity to automate its local cash management operation.

The Asian Banker Transaction Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Asia Pacific. Recipients of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and comprehensive evaluation process determines the awardees. For specific details relating to description of the awards, evaluation criteria and process, kindly visit <http://www.asianbankerawards.com/transactionawards/index.php>

TAB International Pte Ltd
10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

For all Business Achievement Awards 2018 photos, please visit

https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10156342028179804

For more information please contact:

Mr. Foo Boon Ping

Managing Editor

Tel: (+65) 6236 6526

bpfoo@theasianbanker.com

www.theasianbanker.com